GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Prohibition & Excise – Constitution of Committee for creating public awareness on the ill-effects of consumption of alcohol – Orders – issued.

REVENUE (EXCISE.II) DEPARTMENT

G.O.RT.No. 1068 **Dated: 24-10-2019**
Read the following:

1. From the Commissioner (P&E), A.P., CR. No.4470/2019/I3, dated:16.07.2019.
2. Govt. Memo.No.REV01-CPE0MISC/178/2019-Exc.II, dated:03.09.2019.
3. From the Commissioner (P&E), A.P. CR. No. 4470/2019/I3, dated:11.09.2019 & 16.09.2019.

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ORDER:

In the circumstances reported by the Commissioner of Prohibition & Excise in the reference 3rd read above and keeping in view the avowed Policy of the Government to implement Prohibition in a phased manner, the Government hereby constitute the State level Committee named as "Madya Vimochana Prachara Committee" with the following members for a term of two (2) years for creating public awareness effectively on the ill effects of the consumption of alcohol:

1. Sri V. Lakshmana Reddy	--	Chairman
2. Commissioner of Prohibition & Excise	--	Member/Convener
3. Commissioner of Health & Family Welfare	--	Member
4. Commissioner, A.P. Vaidya Vidhana Parishad	--	Member
5. Chief Executive Officer, Society for Elimination of Rural Poverty	--	Member
6. Director of Enforcement (Proh. & Excise)	--	Member
7. Managing Director, A.P. State Beverages Corporation Limited	--	Member

2. The following tasks/activities are assigned to the committee:

i) To create awareness among public on the ill-effects of consumption of alcoholic beverages so as to wean them away from alcohol consumption and improve their standard of living by abstinence from alcohol.

ii) To study the policies of prohibition implemented in other States and submit reports to the Government which is committed to implement prohibition in the State in a phased manner.

iii) To study the structure and functioning of De-addiction Centres in other States and submit a report in consultation with the Health, Medical and Family Welfare Department for establishment and effective functioning of such De-addiction Centres in the State.

iv) To devise strategies and organise seminars and meetings with students, youth wings and University Co-ordinators duly roping in the NGOs / Voluntary organizations and Psychologists working in the field and other IEC (Information, Education and Communication) activities for effective education of public on the evils of alcohol consumption.

P.T.O.

3. The role of the Committee is advisory in nature in the Government's continuous endeavour to secure the objectives of creating awareness among general public on the evils of consumption of alcohol and implementing prohibition in a phased manner.

4. The Commissioner of Prohibition & Excise, A.P. shall submit quarterly reports to the Government on the activities undertaken by the Committee.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. D.SAMBASIVA RAO
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Chairman and all the members of the Committee **through** the Commissioner of Proh. & Excise, A.P., Vijayawada.

Copy to :

The Commissioner of Prohibition and Excise, A.P., Vijayawada.
The Managing Director,
Andhra Pradesh State Beverages Corporation Limited, Vijayawada.
PS to the Chief Secretary to Government, A.P. Secretariat, Velagapudi.
PS to the Prl. Advisor to the Hon'ble Chief Minister, A.P. Secretariat, Velagapudi.
PS to Advisor to the Hon'ble Chief Minister, Vice Chairman, Implementation & Monitoring Committee, NAVARATNALU Programme, A.P. Secretariat,Velagapudi.
The Executive Assistant to the Hon'ble CM, CMO, A.P. Secretariat, Velagapudi.
The Chief Publilc Relations Officer to the Hon'ble CM, CMO, A.P. Secretariat, Velagapudi.
PS to the Hon'ble Deputy Chief Minister (Excise & CT).
PS to the Special Chief Secretary to Govt. Revenue (CT, P&E, R&S).
SF/SC.

//FORWARDED::BY ORDER//

SECTION OFFICER